

PENGARUH *SERVICE QUALITY*, *SOCIAL INTERACTION CUSTOMER*, *CUSTOMER TRUST*  
DAN *CUSTOMER SATISFACTION* TERHADAP *PURCHASE INTENTION* PADA *PERSONAL*  
*SELLING* ASURANSI JIWA PT PRUDENTIAL LIFE ASSURANCE

Yuni Elisa Suyani  
Magister Manajemen  
Dr. Dra. Laurentia Verina Halim Secapramana M.M.

INTISARI

Penelitian bertujuan untuk mengetahui cara untuk menggeser peran agen sebagai konsultan keuangan melalui *personal selling*. Melalui kualitas layanan dan interaksi sosial yang diberikan, akan memberikan kepuasan dan membangun kepercayaan nasabah, sehingga dapat meningkatkan minat beli. Objek penelitian adalah PT Prudential Life Assurance. Penelitian menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode SEM dengan bantuan AMOS 26. Teknik pengambilan sample menggunakan *non-probability sampling*. Responden penelitian adalah 160 yang merupakan nasabah aktif. Hasil penelitian menunjukkan adanya pengaruh dari *Service Quality* terhadap *Customer Satisfaction* dan *Customer Trust*; *Social Interaction* terhadap *Customer trust*; serta *Service Quality*, *Customer Satisfaction* dan *Customer Trust* terhadap *Purchase Intention*. Sedangkan *Social Interaction* tidak sepenuhnya mempengaruhi *Purchase Intention* secara langsung. Selain edukasi dan kesepahaman, diperlukan kedekatan antara agen dan nasabah agar kepercayaan dapat terbentuk dan dapat memengaruhi *Purchase Intention*.

Kata kunci: Kualitas Pelayanan, Interaksi Sosial, Kepercayaan Konsumen, Kepuasan Konsumen, Minat Beli.



*THE INFLUENCE OF SERVICE QUALITY, SOCIAL INTERACTION, CUSTOMER TRUST, AND  
CUSTOMER SATISFACTION ON PURCHASE INTENTION IN PERSONAL SELLING LIFE  
INSURANCE PT PRUDENTIAL LIFE ASSURANCE*

Yuni Elisa Suyani  
Magister Manajemen  
Dr. Dra. Laurentia Verina Halim Secapramana M.M.

*ABSTRACT*

*This study aims to find out how to shift the role of agents as financial consultants through personal selling. Through the quality of service and social interaction provided, it will provide satisfaction and build customer trust, so as to increase buying interest. The object of research is PT Prudential Life Assurance. The research uses a quantitative approach through statistical testing. The test was conducted using SEM method with the help of AMOS 26. The sampling technique used was non-probability sampling. Research respondents are 160 who are active customers. The results showed that there was an effect of Service Quality on Customer Satisfaction and Customer Trust; Social Interaction on Customer trust; and Service Quality, Customer Satisfaction and Customer Trust on Purchase Intentions. Meanwhile, Social Interaction does not completely affect Purchase Intention directly. Apart of education and mutual understanding, the closeness between agents and customers is needed so that trust can be formed and can influence Purchase Intentions.*

*Keywords: Service Quality, Social Interaction, Customer Trust, Customer Satisfaction, Purchase Intention.*

